

Capitalizing on Your Deal: How to Sell Your Company for the Greatest Profit and Reap a Lifetime of Rewards

DATE

Tuesday, June 23, 2009
2:00–5:00 p.m.
Followed by a reception

LOCATION

Chicago Marriott Oak Brook
1401 West 22nd Street
Oak Brook, IL

Contact Dave to RSVP for this invaluable seminar!

Dave Kauppi
MidMarket Capital
630.325.0123
davekauppi@midmarkcap.com

As baby boomers retire, business wealth transfer is expected to reach *\$10 trillion* in the coming years. Join us to hear professionals from Bernstein Global Wealth Management, MidMarket Capital Mergers and Acquisitions, Selden Fox CPAs, and Freeborn & Peters Attorneys at Law discuss ways to leverage the sale of your business to achieve multiple goals.

Among the topics they will explore are:

- Why your business selling price is largely determined by *how* you sell it
- How to minimize your taxes through proper deal structure
- What wealth planning strategies to consider to achieve your long-term goals
- What the role of the M&A attorney is and why it's important



Freeborn & Peters LLP
CHICAGO • SPRINGFIELD



Selden Fox, LTD.
CERTIFIED PUBLIC ACCOUNTANTS
OAK BROOK, IL
WWW.SELDENFOX.COM

Chicago Business Owner Seminar
**“Selling Your Company for the Greatest Profit:
Getting, Keeping & Growing Your Slice of a \$10 Trillion Pie”**

Agenda

2:00 PM Registration

2:15 PM Welcome and Introduction — (MidMarket Capital)

2:25 PM Business Sellers Key Considerations (MidMarket Capital)

- Avoid common seller mistakes
- Target the appropriate buyers
- Understand company value versus selling price
- The Professional M&A Process

3:35 Break

3:50 PM (Bernstein) discussing the following:

- The impact of deal terms on the owner's wealth; the highest offer may not be the best
- How estate planning prior to the sale can enhance the value created
- Quantifying spending needs so that plans can be implemented to meet other financial goals
- The financial-planning implications of liquidity strategies other than a full sale

4:15 PM Selden Fox

- The impact of corporate structure on taxes when you sell
- The impact of transaction structure on taxes – asset sale versus stock sale
- Tax reduction strategies

4:30 PM Freeborn and Peters

- The importance of clear title to your intellectual property
- Employee contracts – non compete, stay on, non circumvention, etc.
- The pre due diligence legal check up
- The Letter of Intent and the Definitive Purchase Agreement and what to expect
- The importance of a deal attorney

4:45 PM Next Steps – How to schedule a confidential follow-up consultation

5:00 PM to 6:15 PM Cocktail Reception and questions

Location and Directions to: Chicago Marriott® Oak Brook

1401 West 22nd Street Oak Brook, Illinois 60523 USA

Phone: 1-630-573-8555

Located Across 22nd St. (south) From the Oak Brook Shopping Center

From Chicago/OHare - ORD

Hotel direction: 14 miles SW

Driving Directions: Take I-294 South to I-88 West, and exit at Cermak Road/22nd St. Turn left onto 22nd Street. Turn left at second traffic light into the hotel's parking lot.

From Chicago/Midway - MDW

Hotel direction: 20 miles NW

Driving Directions: Cicero North to Rte. 55 South to Rte. 83 North. Turn right onto 22nd Street East. At the first traffic light turn right into the hotel parking lot.